

Show Overview for "Engage": A Radio Show that Connects Listeners to the Local
Religious Community

An Honors Thesis (MMP495)

by

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Signed

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Abstract

The majority of Christian religious programming on the radio today comes to listeners in the form of nationally-syndicated programs, aired on large networks of stations, featuring voices of people from a large, nationwide religious community rather than the local community. Most Christians, however, believe that Christianity is best practiced in the local community and support that idea in scriptures about the early church. The goal of "Engage" is to be a radio program that connects people to this local religious community through content that is relevant, interesting, and from local sources. The basic function of this thesis is to serve as a show proposal and outline, providing information including audience, mission, site of airing, copyright compliance, similar shows, and content examples. This thesis could be used to present the show to other stations for syndication, or to help guide other producers as they create a similar program.

Acknowledgements

I would like to thank Dr. Willey for advising me through this project and providing me with resources, guidance, and fresh perspectives.

I would also like to thank Johnny McCrory, owner of station WSVX, for providing an original air site for this show and therefore a real springboard for my creative work.

Finally, I would like to thank Mark Farnsley for providing me with the inspiration for this show. Your desire to continue your father's legacy of the program he produced on WSVL for years is inspiring, and you are never short of fresh ideas for this show.

"Engage" Show Overview

Objective

"Engage" is a half-hour radio show containing non-traditional, original, and engaging programming that connects the audience to the local Christian community including Churches, outreach organizations, and missionaries. The program will air weekly on WSVX radio in Shelbyville, IN during the 11:00am day part.

Mission

Provide religious programming to individuals unable to attend a regular Sunday worship service, and provide an outlet for "unchurched" listeners of the local CHR (Contemporary Hits Radio) station to hear religious programming.

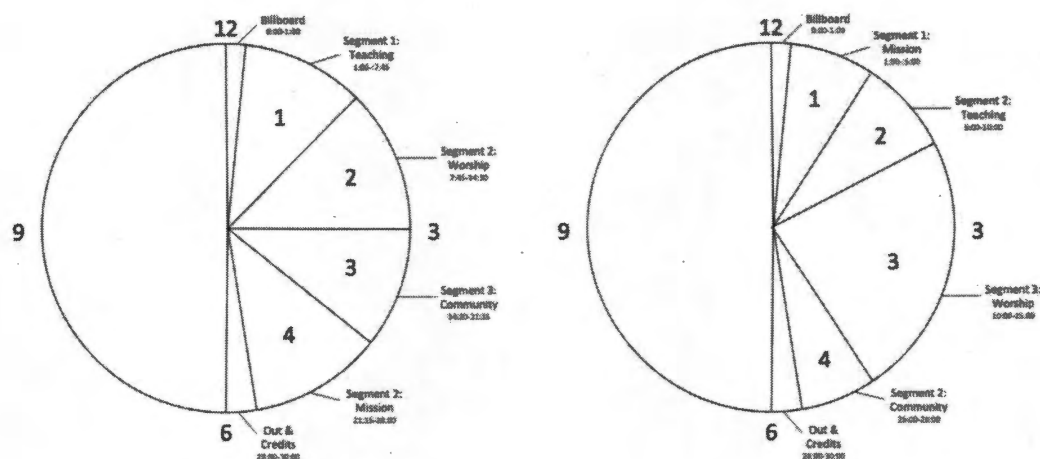
Audience

Provide religious programming to individuals unable to attend a regular Sunday worship service, and provide an outlet for "unchurched" listeners of the local CHR (Contemporary Hits Radio) station to hear religious programming.

Formatting

The show will take on a flexible half-hour timeslot and air on Sunday mornings. The length was suggested by the station owner, but because of their flexible broadcast schedule, Total Run Time (TRT) can range from 25-40 minutes. Content will be segment-based, with at least four different segments making up each week's episode. After accounting for the first minute for a show introduction and the last two minutes for an outro and credits, a 30-minute episode leaves average TRT of each segment at a little over 7 minutes. However, the formatting each week will be more flexible than that, with segments ranging in three to fifteen minutes each, depending on content and purpose. **Figure 1** contains two "show clocks" demonstrating this difference in layout.

Figure 1



Based off of the four-segment show format, there will be a segment to satisfy each of the show's four focuses in every episode. These focuses are bigger-picture, while the specific segment will vary from week to week and is flexible in its own formatting. The four focuses are as follows, each with its own purpose:

Theology/Teaching

- Provide listeners with a theological foundation for spiritual growth.

Worship

- Provide listeners with a over-the-air worship experience typically found in a worship service.

Community

- Highlight local churches or organizations and their events.

Mission

- Connect the local religious community to other locations with different purposes and needs.

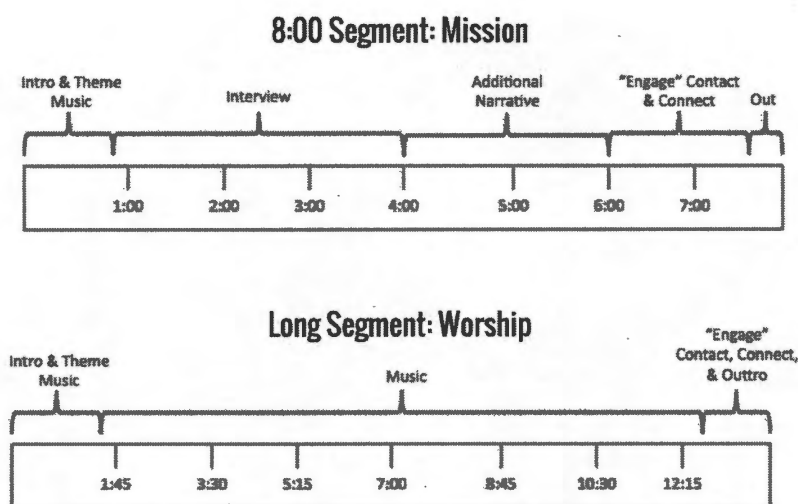
The types of segments that will address each one of these focal points are outlined in the next section of this overview. However, they will all have a few common characteristics.

First, each segment will have its own show music. This may just be a production bed that sits behind the spoken content, but for other segments it will be more appropriate to simply have a short musical hook. This is especially true for the worship segments, as they will have unique music from week to week.

Second, each segment will have an "Engage" section. Aside from the standard intro and outro, typically right before the outro, the "Engage" section will be 10-20 seconds of script that will encourage the audience to engage further with what they heard. Specific examples for different shows are outlined in the next section. The "Engage"

section of each episode will be key to creating the preferred listener environment. Figure 2 gives a couple examples of how individual segments may be laid out for different purposes and different segment lengths.

Figure 2



Show Options & Examples

Examples of potential Theology segments:

"Engage The Word"

- Purpose: Illustrate commitment to Scripture as basis for wisdom and guidance.
- TRT: 2-4 minutes
- Example: Follows line of thought of, "Precept, Principle, Person." Matt. 4:4 "Man shall not live on bread alone, but on every word that comes from the mouth of God," is the precept. Speaker then takes this scriptural precept to shape a principle, and then draw a line to the real world.
- Engage Section: Re-reference the precept scripture and give examples for further study. Encourage listeners to look for similar examples in their own life.

"From the Local Pulpit"

- Purpose: Bring excerpts of sermons from local churches.
- TRT: 10-15 minutes
- Example: Collect recording of messages from community churches. Edit into an abridged section that is still coherent and highlights a particular area. Could include a small part of an interview with the featured pastor. Example script in **Appendix 1** and audio example on **CD Track 1**

- Engage Section: Mention the church the sermon came from, the pastor's name, church website, and service times. Encourage listeners to check out the church's website or to attend a service.

Examples of potential Worship segments:

"Engage Worship"

- Purpose: Provide a Worship experience for listeners that is sources from a local Church
- TRT: 10-15 minutes
- Example: Short intro and outro. Almost all of the content is a few worship songs mixed and mastered for broadcast. Example script in **Appendix 2** and audio example on **CD Track 2**
- Engage Section: Mention Church location & service times, maybe website.

"Christian Music Review"

- Purpose: Make listeners aware of Christian artists and new worship music that does not necessarily fit the traditional scope of "Christian Music"
- TRT: 5 minutes
- Example: Pick a new album from an established artist or a recently released work from an up-and-coming artist. Do research on writing, recording, production process to give insight on its creation. Would be formatted somewhat like an album or song review.
- Engage Section: Mention artist's website and any upcoming local shows. If it is worship music, include CCLI # so people can find it on that database.

Example of potential Community segments:

"In The Community"

- Purpose: Make connections between the Christian and Secular communities in the area
- TRT: 3-5 minutes
- Example: Highlight a local event put on by some non-ministry entity of the community, such as the parks department, and how churches or ministries are getting involved. Might highlight a water bottle donation at that event or other outreach effort.
- Engage Section: Encourage listeners to be involved in non-ministry community events & give details about outlined church or ministry.

Examples of potential Mission segments:

“Update From (Name of Organization)”

- Purpose: Make listeners aware of local mission organizations (usually not churches for this segment) and what they are doing.
- TRT: 5-10 minutes
- Example: This segment would require partnerships with local mission organizations such as homeless shelters, soup kitchens, counseling centers, and others. While the organizations would rotate features in this segment, the intent would be for each group to recur often enough to give listeners a continuing narrative.
- Engage Section: Give background information for the mission, including ways to get involved and the types of volunteers (perhaps people with certain backgrounds or skills) that they need.

“Engage in College Ministry”

- Purpose: Inform listeners of the ministries going on at the campuses of local & regional universities with a special focus on missionaries from the local community.
- TRT: 5-10 minutes
- Example: Interview with a college missionary discussing their campus and scope of their outreach. Talk in-depth about the needs, struggles, and successes they are experiencing in their mission field.
- Engage Section: Include individual contact info for the missionary as well as for their organization. Encourage listeners with how to support them—whether monetarily or with prayer.

“Engage in World Ministry”

- Purpose: Inform listeners of the ministries going on around the country and around the world with a special focus on missionaries from the local community. Show listeners the way ministry is done in other cultures.
- TRT: 5-10 minutes
- Example: Interviews with missionaries discussing their specific ministry structure. Talk in-depth about the needs, struggles, and successes they are experiencing in their mission field. Highlight cultural differences and how that changes their approach to communicating the gospel
- Engage Section: Include individual contact info for the missionary as well as for their organization. Encourage listeners with how to support them—whether monetarily or with prayer.

Community Creation & Content Acquisition

As a show that wants to connect our audience to the local religious community, we first need to make those connections as a program. I have already started conversations with two of the churches that could be involved in the show. Every interaction has

created an opportunity to see what questions and concerns people in those ministries have. To help give people a general idea and answer those questions upfront, I saw the need to create a shorter show proposal to send via email or to give someone during an initial meeting. That proposal can be found in **Appendix 3**.

In many cases, what I am asking of the local ministries I am working with is to help generate production content for me. The two most important things I've taken into consideration when networking with these ministries are if they share a similar mission and vision as the program, and if they have the capacity or existing protocols to record masters of their sermons or stems of their worship bands. Fountaintown Christian Church in Fountaintown, IN and Shelbyville Community Church in Shelbyville, IN are the two churches I have approached about content for the show. Both already record sermons on a weekly basis and record their worship bands periodically, which allows for simple acquisition of content for the show. Furthermore, their mission and approach to ministry allow for that content to make a seamless transition to the show.

In addition to getting in contact with these ministries, there are likely also individuals who could contribute content to the show in whatever form. Mark Farnsley, one of the co-creators of the show, has offered to write scriptural content for the show. I have gotten similar offering from some of the pastors I have talked with, and one tech member at a local church has provided some music of their worship band that is already mixed rather than in raw form. That music can be found for the show example in the audio example on **CD Track 2**.

While some of the content for the show is self-generating because the churches are already collecting audio from Sunday mornings, some portions will require additional effort on my part as the producer. Mostly this will be traveling to conduct and record interviews for segments that require that component. However, I will also be editing together provided content and will perform transition material as the host for the show.

Similar Shows & Background

This show partially builds off of the tradition for religious programming in the Shelby County area established by a weekly program that aired on Shelbyville Station WSVL. Coincidentally WSVL is the made the transition to modern station WSVX where the show will air. James Farnsley, a local pastor, produced a show that contained hymn music and theological content. His son, Mark Farnsley, was the person to come to me with the idea for this show that would partially carry in the legacy of the old program. "Engage," at least in some way, is meant to be a modern-day adaptation of the intent James Farnsley had in his program.

As mentioned in the abstract, most Christian programming is different than both of these instances in that it is created for a national audience. Therefore, while this show

is in the tradition of religious programming that already exists, what makes it stand apart is the connections to the local community. There is still a lot to be learned and notice about popular Christian programming, however, and one of the biggest resources for learning about successful shows is the Moody radio network. List of shows and programming information can be found at their website.¹

Moody shows are similar to this one in that they include unique hook music for each and every show, and they encourage people to grow as individuals and communities in their Christian life. However, the primary difference is, of course, the level of syndication and how that compares to local programming. Shows of theirs that have a focus on theology include "Today In the Word", "Proclaim", and "Radical with David Platt." The theology segments of "Engage" will have similar tone, content, and formatting to these shows, and in that way will learn from the success of these programs. However, the main difference will be that the voices will be from local ministries and will include a call to be involved in those local communities.

Another source of inspiration for the show comes from public radio. I have a background producing content for public radio, and while these are different content-wise from this show, there is a community element that is executed well and can be learned from. Public radio operates under a structure of member stations that make up the whole of NPR. Shows are created at different levels and at different places and can be shared at the public radio exchange.² Shows such as "All Things Considered" are then formatted to have both local and national appeal. In this case, the show features national news but is formatted to include a local host that delivers local headlines and stories. This may be something that this show could be capable of in the future and if syndication becomes a possibility, but at the very least the conversational tone of public radio and the tendency to communicate through storytelling are elements that "Engage" will include in its formatting.

Web Presence

While it will not be an immediate requirement for the show, "Engage" will want to establish a web presence if it continues into multiple seasons. This will likely first be established through WSVX's website as a page or local site, and will primarily feature basic information about the show and the opportunity to download episodes.

Eventually it may be appropriate to launch a dedicated website for the show. That site would be more comprehensive and could include individual pages for the different segments, links to ministries that the show is connected to, and could even be a place to include featured or extra content that doesn't fit into the show's format. This would also be a hosting site for a podcast featuring both full episodes and streams of those

¹ moodyradio.org

² prx.org

individual segments, and could serve as a hub for Facebook and other social networking that could help expand the show's reach.

Copyright Considerations

While copyright reporting does not have to be the part of most locally-produced programming, anyone who wants to syndicate a show or utilize copyrighted material in their show should be aware of the processes of reporting to Performance Rights Organizations (PROs). The way individual stations handle reporting to PROs can vary from place to place, but general guidelines can be found at those PRO's websites. The major ones are BMI, ASCAP, and SESAC.

Attached in **Appendix 4** is a copy of a reporting sheet for BMI that a radio station would use to report song information. While most PRO's make sheets like this available, they are not always used and can be regarded simply as a general template. I spoke with Steven Turpin who is responsible for reporting this information for Indiana Public Radio based on Ball State's Campus. The reality of the way he and other program directors report to PRO's is that each station has its own protocols or formats for documents that they send in. BMI, for one, even has different protocols for different kinds of performances.³ Mr. Turpin mentioned that he simply uses a excel spreadsheet to organize the station's reporting. Because there is so much variety, this show will provide WSVX and any future airing stations with a plaintext document containing reporting information. An example can be found in **Appendix 5**

Another factor to consider with the nature of the content for this show is licensing through CCLI.⁴ Especially for the worship segments with music collected from local churches, the music is copyrighted and distributed through CCLI for those churches to use. Another facet of copyright reporting for this show will be including the CCLI number for each song where applicable.

For any original content, consent will need to be given from the people and/or ministries involved. In the case of interviews, verbal consent on the original recording is sufficient. However, copyright consent forms will be used on a case-by-case basis for content such as sermons, or will be utilized in a "blanket" capacity to consent content that is recorded in a certain date range. An example of such a consent form can be found in **Appendix 6**. It is intentionally designed for customization depending on the needs of each piece of content, whether it be an interview, sermon, performance, or otherwise.

³ http://www.bmi.com/digital_licensing/more-information/reporting

⁴ ccli.com

Bibliography

Moody Radio. Moody Global Ministries. <http://www.moodyradio.org/> March 2016

Public Radio Exchange. <http://www.prx.org/> March 2016

Broadcast Music, Inc. <http://bmi.com/> February 2016

Christian Copyright Licensing International. <http://ccli.com/> February 2016

If CD not available, supplemental materials and audio tracks available at
HardwickAudio.com/Thesis.

Appendix 1

"From the Local Pulpit" Example

Intro Music

00:05 **Host:** This week from the local pulpit, we're featuring part of a message from Joshua Hahn, Senior Minister at Fountaintown Christian Church, affectionately referred to as "The Fountain." The excerpt you are about to hear is from a series of messages The Fountain is going through this year called "The Story." The first half of the message titled "The Battle Begins," outlines the story of Joshua and the battle of Jericho. We pick up for conclusion and practical application of this story delivered by Pastor Hahn

00:40-12:00 **Sermon Audio**

12:00 **Host:** That was Senior Minister Joshua Hahn from Fountaintown Christian Church with an excerpt from their recent sermon series "The Story." If you would like to hear that sermon in its entirety or read the transcript, you can find both on The Fountain's website, yourfountain.org. You can also hear Joshua's sermons in person by attending one of their Sunday morning services at 9:30 & 11:00. Optional: (That concludes "From the Local Pulpit" this week, join us next week for a sermon from (Pastor Name) from (Church Name) about (Topic))

Outtro Music

Appendix 2

"Engage Worship" Example

Intro Music or Dry Opening

00:05 **Host:** This week on "Engage Worship," we have music from the worship team at Fountaintown Christian Church. The name of this song is "King of Glory" led by Craig Moore.

00:40-5:00 **Music**

5:00 **Host:** That was the Fountaintown Christian Church worship team with part of their worship set from March 6, 2016. You can hear them in person by attending one of their Sunday morning services at 9:30 & 11:00. Thanks for Worshipping with us.

Appendix 3

"Engage" One-Page Overview

Objective

"Engage" is a radio show containing non-traditional, original, and engaging programming that connects the audience to the local Christian community including Churches, outreach organizations, and missionaries. The program will air on WSVX radio in Shelbyville, IN during the 11:00am hour.

Audience

Because of the air time, on-air audience will focus primarily individuals who cannot attend a regular Sunday service, or who fall in the "unchurched" category. Unchurched individuals have some components of belief or faith, but do not have a local Church home where they attend and serve regularly. Most individuals unable to attend a service will be in an older demographic, but may also include people who need to work during Sunday morning hours. Unchurched individuals are likely to span a large range of ages, and will likely fill out the remaining demographics because of the station's CHR format.

Formatting

The show will start as a half hour program, but the formatting of the station will allow for considerable flex-time rather than sticking to exactly 29 or 30 minutes. Actual runtime will sit between 30 and 40 minutes. Everything will be segment-based, with each show containing four unique, standalone segments, each with a different topic or focus. "Theology/Teaching, Worship, Community, and Mission" will be the four main focuses, and each week the segment of each focus will have slightly different content or formatting. These four types still, however, create a format for the show to follow as a whole. Average time for the segments will be 8-9 minutes, but segments may be as short as 3 minutes or as long as 15 minutes depending on that week's content. Each segment will also have its own theme or "hook-in" music, and potentially unique hosts for the sake of continuity.

Involvement

Local churches and ministries can be involved in a number of ways. The show plans to host portions of sermons and worship music from Sunday services at local churches. There will also be opportunities for interviews to talk about what is going on in your ministry, and for local pastors to talk about specific issues or scriptural concepts as a part of our theology content. This will all be in an effort to encourage people to engage with the local religious community, and each segment featuring content from a local ministry will include information about how to get involved or attend a service.

Summary

In order to connect people to the church community in the station's listening area, "Engage" as a show needs a network of people in those ministries willing to be a part to provide content. Frequently this can be content the organization already creates as a part of week-to-week operations, so "Engage" can be a simple, practical way for local ministries to expand their audience and engagement with the community.

Page # _____

Instructions:

Completed daily logs should show all programs, sing-on to sign-off. Typed logs are preferred but legibly printed logs will be accepted.

Musical Selections:

List every selection played together with name(s) of writer-composer and artist.

ALBUMS: List every selection played. Include writer-composer and artist. Do not give CD/album title or number of cut.

THEMES: If a song is used as the theme of a program, indicate in "theme" columns whether used to open or close or both. If the theme comes from a background library, indicate title and name of library in the writer-composer column.

NPR & PRI Programming:

Check the NPR/PRI column if program is supplied by NPR or PRI. Indicate the name of program. Do not list the musical selections.

Do Not List:

Jingles, commercials, spot announcements.

Automated, Packaged, Transcribed and Satellite

Broadcasts: Complete the BMI Radio Log or attach playlist of music service. If playlist does not include all required items on the BMI Radio Log, these items must be provided together with specific air dates, list number and/or code. If songs were added to or deleted from the playlist, this information must also be provided. Please be sure the name of the music service is included, along with format name.

PLEASE GIVE ON EACH PAGE:

Call Letters:

Date: _____

[illegible]

Please return completed log in envelope provided. Discard unused logging pages. PLEASE USE ALL LINES ON A PAGE BEFORE PROCEEDING TO THE NEXT PAGE.

Appendix 5

Song Information for <i>Engage</i> Season 2, Episode 4			
Song Title	Name of Writer(s)/Composers	Artist	CCLI #
How Deep The Father's Love For Us	Stuart Townend	N/A	1558110
I Need You	Christy Nockels, Daniel Carson, Jesse Reeves, Kristian Stanfill, Matt Maher	Matt Maher	5925687
Good, Good Father	Anthony Brown, Pat Barrett	Housefires	7036612
Jesus Paid it All	Alex Nifong, Elvina M. Hall, John Thomas Grape	N/A	4689508
10,000 Reasons (Bless The Lord)	Jonas Myrén, Matt Redman	Matt Redman	6016351

Appendix 6**Authorization for Broadcast for Engage on WSVX Radio**

We, the undersigned, authorize the radio broadcast and/or webcast of the following content for use on the radio show "Engage."

I also authorize *Engage* and WSVX radio to distribute this performance to other radio stations for commercial or noncommercial use. I acknowledge that they hold no obligation to broadcast or distribute this content.

I understand and agree that the content in which I participate may be edited as desired and may be duplicated for broadcasting. I waive the right to inspect or approve the final product before use. I and my heirs hereby release and forever discharge *Engage* and WSVX radio, its employees and representatives from and against action, claims, or liabilities of any nature which I have or may have for invasion of privacy, libel, defamation or any other cause of action arising out of production, distribution, or broadcast of the content in which I participated.

I acknowledge *Engage's* ownership of this broadcast/webcast and authorize the use of my name, likeness, biography, voice, and recordings for the purpose of promoting the content covered by this authorization and any additional show-related production work. I acknowledge *Engage* is in no way liable for providing monetary or other compensation to myself or any participant taking part in the creation of this content.

Name

Date

Signature